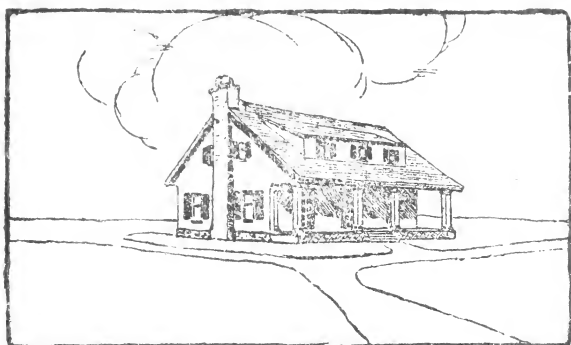


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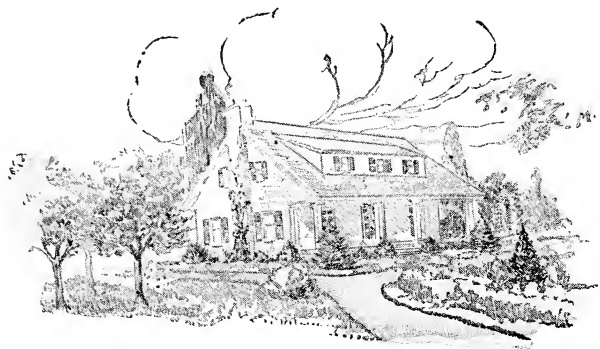
"It's Not a Home —



A Little Chat  
About Some Things  
You Maybe Never Thought of



—Till It's Planted!"



## **“It's Not a Home Till It's Planted”**

In passing some particularly attractive house, you have heard the exclamation, “What a beautiful place! That is a real home!”

Probably you have made that remark yourself.

There is no argument about the fact. Everybody agrees it is a real home.

But what makes it a real home? How does it differ from the hundreds of other homes you pass?

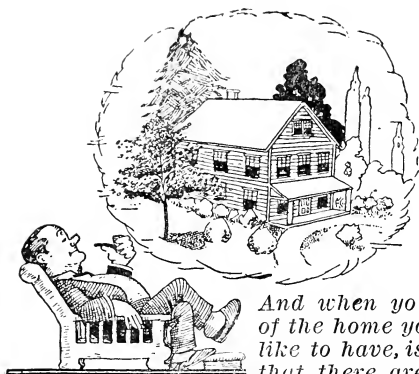
The planting—that's it!

Look, as you pass along, and you'll realize that

**“IT'S NOT A HOME TILL  
IT'S PLANTED!”**

Certainly it isn't.

I'll wager a three-pound hunk of grandmother's real molasses candy, against last year's straw hat (gentlemen's or ladies')



*And when you dream of the home you would like to have, isn't it so that there are always plenty of trees, shrubs, and flowers around it?*

that never in this wide world did you ever hear any one say of a house without planting around it—"That's a real home!"

## What Makes a Home?

Isn't the building of a home, a real home, one of the main objects in the life of every normal, successful man or woman?

Surely you and I have dreamed of that. We have planned for it and worked for it (and you and I are not so different from Tom and Susan, and Jerry and Jane).

And surely that is a worth-while ambition—for the strength and back-bone of the nation is just such homes, attractive, happy, contented, as you and I, and Tom and Jane, have dreamed of—and out of our dreams, have built.

But as we have looked around us, searching, perhaps unconsciously, for the ideal in the image of which we would like to shape our own home, we have always selected a place which had, not only an

attractive house, but plenty of trees, shrubs, plants and flowers growing around it!

We have realized, perhaps without putting the thought into words, that it was not a real home until it was planted!

It is planting which makes the home.

## How Easy It Is To Make It a Home!

We have realized this, but the thing we haven't realized is **HOW EASY IT IS TO MAKE IT A HOME.**

We have had, perhaps, a flower garden, a bed of geraniums or cannas on the front lawn, or a hedge of annual summer cypress running down the walk or along the street or road. These things have been pretty—but they have not given us that satisfying sense of building something of beauty that would be permanent, and increase and grow as the years pass by.

And yet how easy to do that very thing!

So easy that, when we once find out how easy it is, it seems ridiculous that we have not done it long ago.

For, after all, the big thing that keeps us from doing it is just that we don't get started.

Why don't we get started?

Well, in the first place mostly because Tom and Jerry have so many other demands upon their time and attention that they just naturally keep putting it off; and in the second place, Susan and Jane, for some un-



*But Susan should NOT be bashful about trying these better things.*

known reason, have a sort of a vague feeling that while they can succeed in growing annual flowers, and things of that kind, that there is some hidden, mysterious secrets about being successful with trees, shrubs and plants.

But (to take the ladies first, which is, of course the polite thing to do) nothing could be further from the fact. If anything, it is easier to be successful with a shrub or hardy perennial than it is to successfully grow most of the annual flowers.

The reason for this is simple.

It is because the nurseryman has nursed these things through their baby stages before he turns them over to you. That is why he is called a nurseryman! When you get them, they are thrifty, vigorous youngsters ready to dig in and grow if you give them half a chance. And the beauty of it is that you will not have to plant them over again each spring, because, once established, your tree, your shrub or hardy perennial or rose bush, will keep on growing with half the care which you bestow upon an annual flower and be more and more beautiful with each succeeding season.

As to Tom and Jerry, who are always so awfully busy—or think they are, which comes to the same thing!—a single delightful evening will serve for the making out of a comprehensive, intelligent



*When the nurseryman hands you a tree or a plant, he has already done all the "nursing" needed,—and so it's ready to take right hold and grow!*



order for trees, shrubs and plants for the average small place, or farm home,—and a few hours more will serve to plant them when they arrive.

And those few hours will be the building of the foundation of years of pleasure and joy and beauty.

Oh, I tell you that there is no other investment in the world where you can put in so little time and money and take out such long-lasting, and such increasing dividends!

## The Joy of Being a Builder of Beauty

But don't take my word for it about planting being a good investment. Not for one minute!

Just look around among your own friends and neighbors. You know the ones who have got the planting habit! Their places show it. Aye, and their faces show it, too. They have got real homes, and they are getting real fun out of it; real fun—and real profit.

You see, being a "builder of beauty" isn't the kind of a hobby that interferes with your work or success along other lines. On the contrary, it is the most health-giving and energy-building and nerve-resting recreation discovered since old Father Adam and Mother Eve slipped on the banana skin—or was it an apple peeling?—in the Garden of Eden.

*Find a plant lover, and you find one who has discovered where to dig for happiness. You can tell it by the expression of either his place or his face.*



Even if you work on a farm—no less than if you homeward wend your weary way from office or from factory after the day's toil,—you will find real fun, real happiness, and real recreation in making more fruitful and more beautiful that little spot of old mother earth where you spend most of your hours.

## Only a Small Outlay Required

And the most remarkable thing about it all, is how small a cash outlay you have to make to make a start.

Why, for the price of a single automobile tire, you can get enough trees, shrubs or plants to change the whole appearance of your place the first season!

And after two or three years—long after the tire would have worn out, been thrown away and forgotten—your place will be growing more and more beautiful from this same original outlay.

Plants, shrubs, and trees, that cost from fifty cents to a couple of dollars each, you would not part with, after a few years, for ten times their original cost. (Incidentally, in proportion to the actual "cost of production" in labor, raw materials and handling, you get more for your money in **plants** than in probably any other line of merchandise you buy—but that is another story which we may tell you some other time).



*And if you are one of those fortunate new home owners, protect your investment by planting!*

## **A Word to Home Builders**

**4% = Beauty + Pleasure + 10%**

More homes are being built right now than ever before in the history of this good land of ours.

Maybe you are one of those fortunate ones who is completing or planning a building.

If so, you know that of your total investment, a certain per cent has gone for the shell of your house, a certain per cent more for the interior trim and decorations, other percentages for plumbing, heating, etc.

And probably before your house is completed, you have invested another certain per cent in insurance. That is good business.

But have you considered what bountiful returns you would get from investing, say, the small amount of four per cent in **planting your place**? We will discount all the joy and the pleasure which having a real home, instead of just a house, from the very start, would bring you—although this is a real consideration.

But if your house has cost you four thousand dollars, and you spend four per

cent (\$160.00) on planting, you get results that will at once add several times this amount to the value of your place. And within the course of five or six years, if you ever want to sell it, this same four per cent invested in plants may easily make a difference of twenty or twenty-five per cent in the price your place will bring. Isn't it worth thinking over, even from the business point of view?

Purposely in this little talk, I have not attempted to suggest to you, or Tom or Jane, what to plant, nor how to plant. I have merely tried to point out what you already knew before—that a house is not a home until it's planted.

And, further, to try to urge you, for your own happiness and prosperity, to say to yourself

**I WILL  
PLANT NOW!**



*The guy who takes his pen in hand  
And plans his planting, right off the bat,  
Will smile when his laggard friends still say  
"I wish I had a home like that!"*



**THOS. ROGERS & SONS**  
**Winfield, Kansas**

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MORE **TO MAKE** **AMERICA** MORE  
**FRUITFUL** **BEAUTIFUL**

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